

REFLECTIVE OR SEMI-REFLECTIVE METAL ALLOY COATINGS**ABSTRACT**

A silver-based alloy composition for use as a reflective or semi-reflective coatings or layer(s) for use in optical data storage media, low emissivity glass, transparent conductive displays, and electro-chromic mirrors, or other reflective or semi-reflective applications. The alloy composition comprises silver with copper and/or zinc and silicon and/or tin.